



WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Greer Margolis & Mitchell (GMMB)
3050 K Street, NW
Washington, DC 20007

Contract # 197124

Schedule Dates 09/28/12-10/04/12

Advertiser Obama for America/D (9323)

Agency/T-Code Greer Margolis & Mitchell (GMMB) (2116)/ELECTR

Product Political-Political (1088)

Brand OFA : 120S 9-28-10-4 Est 1881 (72085)

Salesperson Petro, Susan (1110)

Sales Office WJLA - Core Team

Buyer Name Nagelberg, Dan

Phone/Fax /

CPE OFA:120S/1881 9/28-10/4

Account Types Local/Political Candidate Agency

Billing Type Calendar

Comments

Date Entered 09/26/12

Last Modified 09/27/12

Entered By Susan Petro

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$45,300.00

Net Total \$256,700.00

Sales Tax

WJLA Arlington (WJLA)

By Calendar Month

Sep. 2012

Oct. 2012

Grand Total:

Spots

5

23

28

Rate

\$76,000.00

\$226,000.00

\$302,000.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/28/12-09/28/12	2	2:00	3:01P- ANDERSON COOPER SHOW						1			1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)		9/26/12
2.0	Normal Line / SPOT	09/28/12-09/28/12	2	2:00	12:02A- ABC-JIMMY KIMMEL						1			1	\$4,000.00	\$4,000.00	WJLA Arlington (WJLA)		9/26/12
3.0	Normal Line / SPOT	09/29/12-09/29/12	2	2:00	7:57P- SPORTS-ABC SATURDAY NIGHT FOOTBALL SHOWCASE							1		1	\$50,000.00	\$50,000.00	WJLA Arlington (WJLA)		9/26/12
4.0	Revised Line / SPOT	09/28/12-09/28/12	1	2:00	9A- LIVE!						1						WJLA Arlington (WJLA)		9/26/12
4.1	Normal Line / SPOT	09/28/12-09/28/12	2	2:00	9A- LIVE!						1			1	\$6,000.00	\$6,000.00	WJLA Arlington (WJLA)		9/27/12
5.0	Normal Line / SPOT	09/28/12-09/28/12	2	2:00	6:59A- ABC-GOOD MORNING AMERICA						1			1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)		9/26/12
6.0	Normal Line / SPOT	10/01/12-10/04/12	2	2:00	9A- LIVE!									2	\$6,000.00	\$12,000.00	WJLA Arlington (WJLA)		9/27/12
7.0	Normal Line / SPOT	10/01/12-10/04/12	2	2:00	11:59A- NEWS-ABC 7 NEWS @ NOON									2	\$6,000.00	\$12,000.00	WJLA Arlington (WJLA)		9/27/12
8.0	Normal Line / SPOT	10/01/12-10/04/12	2	2:00	3:01P- ANDERSON COOPER SHOW									4	\$8,000.00	\$32,000.00	WJLA Arlington (WJLA)		9/27/12
9.0	Normal Line / SPOT	10/01/12-10/04/12	2	2:00	6:59A- ABC-GOOD MORNING AMERICA									3	\$8,000.00	\$24,000.00	WJLA Arlington (WJLA)		9/27/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at www.wjla.com and are incorporated by reference in their entirety.



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WJLA Arlington (WJLA)		
By Calendar Month	Spots	Rate
Sep. 2012	5	\$76,000.00
Oct. 2012	23	\$226,000.00
Grand Total:	28	\$302,000.00

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10.0	Normal Line / SPOT	10/01/12-10/04/12	2	2:00	4:58P- NEWS-ABC 7 NEWS @ 5P	4	X	X	X	X				4	\$10,000.00	\$40,000.00	WJLA Arlington (WJLA)		9/27/12
11.0	Normal Line / SPOT	10/01/12-10/04/12	2	2:00	12:02A- ABC-JIMMY KIMMEL	4	X	X	X	X				4	\$4,000.00	\$16,000.00	WJLA Arlington (WJLA)		9/27/12
12.0	Normal Line / SPOT	10/02/12-10/02/12	2	2:00	11P- NEWS-ABC 7 NEWS @ 11P					1				1	\$20,000.00	\$20,000.00	WJLA Arlington (WJLA)		9/27/12
13.0	Normal Line / SPOT	10/01/12-10/04/12	2	2:00	11P- NEWS-ABC 7 NEWS @ 11P	2	X		X	X				2	\$20,000.00	\$40,000.00	WJLA Arlington (WJLA)		9/27/12
14.0	Normal Line / SPOT	10/01/12-10/04/12	2	2:00	6:58P- WHEEL OF FORTUNE	1	X	X	X	X				1	\$30,000.00	\$30,000.00	WJLA Arlington (WJLA)		9/27/12

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